

CLAIMS

1. An Internet Box Office (IBO) system adapted to vend multimedia digital content via a computer network to a consumer, the IBO system comprising:

a content delivery networking (CDN) infrastructure of the computer network, the CDN infrastructure including deployment enhancements configured to provide cost effective downloading of the multimedia digital content over the network;

a viewing system coupled to the deployment enhancements of the CDN infrastructure, the viewing system capable of displaying the multimedia digital content to the consumer;

a digital rights management (DRM) system coupled to the viewing system, the DRM system functioning to authorize the multimedia digital content for viewing by the consumer; and

a digital content management system configured to store the multimedia digital content in encrypted form, the management system interacting with the deployment enhancements of the CDN infrastructure to deliver the encrypted content to the viewing system upon authorization by the DRM system.

2. The IBO system of Claim 1 further comprising a web server coupled to the viewing system and configured to organize titles of the multimedia digital content for browsing by the consumer when selecting the content.